



## **AGENDA**

### **Citizens' Advisory Committee**

**7:00 P.M.**

**Wednesday September 10, 2014**

**Mayor's Conference Room  
Maple Grove Government Center**

- A. Call to Order by Chair
- B. Minutes: Approve Minutes from June 11, 2014
- C. Area Reports (Forms in Packet)
- D. Youth Sports Discussion
- E. Other Business and Updates
- F. Adjournment

# Minutes

## Maple Grove Citizens Advisory Committee

### Meeting Minutes

June 11, 2014

<b>Call to Order</b>	As there was no quorum, the meeting could not be officially called to order. The meeting started at 7:05 p.m.		
<b>Members</b>	Leslie Bender Steven Maas	Lorraine Gresser Joe Piket	Bob Joiner Don Skoglund
<b>Members Absent</b>	John Beacham, Stephen Gill, Greg Hulne, Harry Kennedy, Tim Klevar, Joan Masberg, Kevin Rebman		
<b>Others Present</b>	Councilmember Phil Leith, CAC City Staff Liaison Mike Opatz; and Deborah Edwards from the Positive Coaching Alliance.		
<b>Minutes</b>	The minutes for the April 9, 2014 meeting were not presented for approval as there was not a quorum.		
<b>Area Reports</b>	No specific reports.		
<b>Positive Coaching Alliance Presentation</b>	<p>The presentation to the CAC is an initial review of youth athletics in light of recent conversations at CAC meetings. Deborah Edwards with the Positive Coaching Alliance (PCA) provided a one-page brochure and list of their Minnesota board members.</p> <p>Ms. Edwards provided a PowerPoint presentation that covered a variety of topics. Initial slides covered coach salaries; cost of youth playing sports; cost of a family going to Minnesota professional sporting events.</p> <p>She stated that one of PCA's goals is to teach life lessons through sports. An additional goal is to have kids feel like they are part of something.</p> <p>Ms. Edwards stated that money is a big factor in sports, and parents want to feel like they are getting a return on their investment. And, parents want to keep up with other parents. Kids primarily are in sports to have fun and be with their friends.</p> <p>She discussed coaching versus teaching and stated that minimal training is provided for coaches for the large amount of time that is spent with children.</p> <p>Ms. Edwards reviewed the variety of workshops PCA provides. They have certified trainers and workshops geared towards coaches, youth and parents. Leadership workshops for those heading up/organizing youth athletic associations was also mentioned.</p>		

Prior Lake athletics was provided as an example. Ms. Edwards stated this is their third year working with PCA. Prior Lake has made a workshop for coaches mandatory, and they have received positive feedback. The topic came up about some cities where athletic associations using city facilities are required to attend a workshop.

Ms. Edwards said that PCA has met with the Osseo Maple Grove Hockey Association, and she thought they had also met with the Maple Grove High School.

It was stated that it is helpful to have an outside organization come in to work with athletic associations especially if people want to see change or address issues.

PCA helps to promote a positive relationship between coaches and kids with positive reinforcement, tips or pointers versus criticism.

The question was asked if PCA has any measurements for the youth sports environment. Ms. Edwards says that it takes 3-6 years to see changes in sports associations. They are seeing more specialization for youth sports and higher expectations. A single sport is becoming more year round with games, tournaments, practices, training, so kids often don't get to play other sports.

When the inquiry was made about concussions, Ms. Edwards stated that PCA has a curriculum on concussions, hazing and bullying.

PCA is nationwide, but has been in Minnesota for one year. There are 14 chapters currently and multiple chapters in states. Their goal is to have 26 in the next five years. She stated it costs \$400,000 to start a chapter, and sometimes that comes from one source and sometimes from numerous sources, which they have found is more beneficial. PCA hosts events to raise funds for their scholarship programs, and they have an annual coach's award.

The cost of an annual partnership averages \$3,000 which includes three workshops. PCA usually meets with athletic associations four to five months in advance of their season. PCA's programs are geared towards athletes in 8<sup>th</sup> grade and up. Although, they also do younger athlete/parent interactions.

Ms. Edwards invited CAC members to attend a workshop. The statement was made that a number of PCA's messages can be translated to the business world—team work, getting along with others, being a good sport, being able to win and lose.

The statement was made there would not be a CAC meeting until September. It was hoped that CAC member Harry Kennedy will start

again on making inquiries on youth athletic associations and possibly meet with Mark Saari, Recreation Superintendent in the City of Maple Grove Parks and Recreation Department. Brief mention was made on how athletic associations would respond to being approached about PCA program and workshops.

Discussion took place on the work the City did in providing facilities and working with the athletic associations. Can the City have an impact on providing a positive experience for the youth? Are children participating for the right reasons? The statement was made that high schools often set the tone, but the City has minimal influence on high school sports. The group talked about what ages to reach out to and what might be the most impactful. CAC can continue to review and see how it can be approached.

The statement was made that the culture has changed. Sports are more competitive rather than intramural which seemed to be more for fun.

In hindsight, when working with the athletic associations on the new facilities, the City should have had an agreement with the associations for requiring workshops for coaches, parents and athletes. City should look at addressing workshops with associations. Possibly incorporate workshops into any future/renewal of facility usage agreement. Should think about how teams/athletic associations are representing Maple Grove. The City should have some say.

The committee will see where Harry Kennedy is at and then discuss and address at the September CAC meeting. Possibly have athletics associations provide an update and get feedback at future CAC meeting.

Councilmember Leith was asked if the Council expressed an interest in youth sports. The statement was made that it would be good to have Council representation at any athletic presentations to the CAC.

**Other Business  
and Updates**

- Gravel Mining Area Tax Increment Funding
- Groundbreaking for SilverCrest senior housing development
- Skye at Arbor Lakes
- New Police Chief started
- Champp's closed; new car wash/office building
- Premier Bank land
- Space between Costco and Lowe's – dental office
- Location of Freddy's Steakburger
- Development near Wal-Mart/Garland Lane is apartments, retail, etc.
- Highway 610 moving ahead – August construction start. Will generate interest for more commercial development
- 494 – addition of 3<sup>rd</sup> lane from Highway 55 to Fish Lake Interchange)
- Work on local roads

The meeting ended at 8:40 p.m.

**Adjournment**

Respectfully submitted,

Carol Morris  
Minute Secretary

# Youth Sports Discussion

## **Other Business and Updates**

## Area Reports

**AREA REPORT**  
**Maple Grove Citizens Advisory Committee**

*Please use this form to express your concerns, suggestions, and positive comments on things you see taking place in Maple Grove!*

**Name:** \_\_\_\_\_ (Required)

**Date:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ (Please include if responding party has any questions)

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Comment:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Submit your completed form to Mike Opatz at the monthly CAC meeting. Area Reports will be submitted to the appropriate City staff/department, and a response will be in a future CAC agenda packet.**